



BBC STUDIOWORKS

CASE STUDY

BBC Studioworks and Object Matrix: Keep Enhancing!

The inside track on how MatrixStore object storage enables BBC Studioworks to support their customers' creative and post-production needs

ObjectMatrix

+44 (0) 2920 382308

www.object-matrix.com

info@object-matrix.com



Background

BBC Studioworks, a commercial division of the BBC, provides a plethora of services and facilities to production companies and broadcasters alike, from HD TV Studios and studio support, through to post-production facilities. Amongst its clients are ITV, Channel 4, Sky, and the BBC itself, in addition to an array of independent producers.

BBC Studioworks facilitates Strictly Come Dancing (Strictly), the flagship BBC One entertainment show in which celebrities take to the dance floor with a professional partner to compete for the coveted Glitter Ball Trophy.

The main weekend shows air on BBC One in primetime on a Saturday and Sunday night. So popular is the show that viewers are given an opportunity to catch up with the latest from the dancefloor on Strictly Come Dancing: It Takes Two, which airs each weekday on BBC Two.

BBC Studioworks provides full studio facilities, post-production services and technical support for the entire series, including It Takes Two, from its base in Elstree in London.

Customer Challenge

In 2012, when Strictly moved from standard definition (SD) to high definition (HD), BBC Studioworks recognised the need for new workflows and extra storage capacity in order to cope with the additional volume of data that comes with working in a higher resolution.



“The storage needed to be fast enough to run multiple ingests and also be read by multiple machines. As a reasonably large amount of storage was required, the tight integration into Avid workflows was a concern, but the main requirement was reliability.” explains BBC Studioworks post-production supervisor, John Loughman.

To address this issue, BBC Studioworks implemented Object Matrix’s award-winning MatrixStore object storage, an on-premise cloud storage platform.

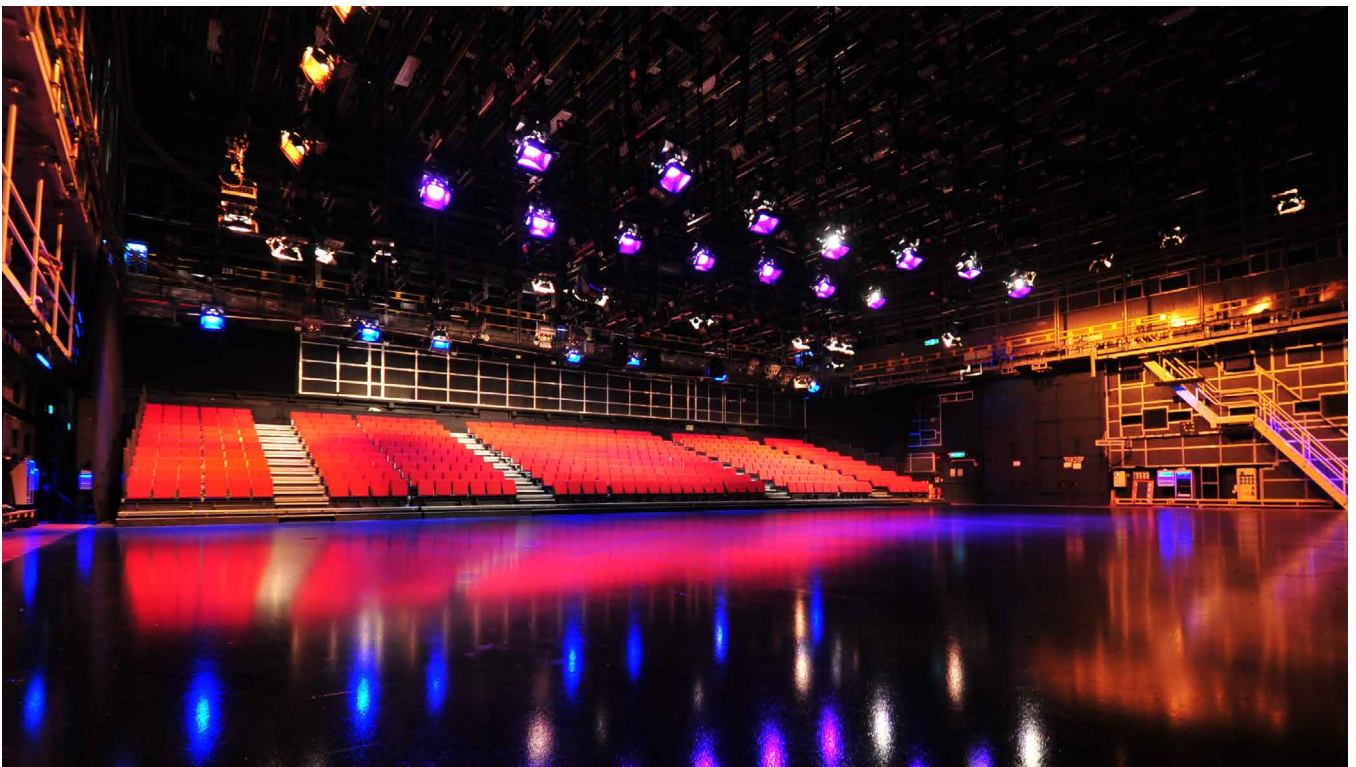


“Since 2012 MatrixStore has been our main nearline for any tapeless material we ingest. This includes media and tapeless rushes from PSC shoots. We also use it for backing up studio shows and have taken advantage of the technical support offered by Object Matrix” Loughman stated.



Eight years on, BBC Studioworks' planned infrastructure refresh included evaluating new storage solutions. The reliability of the MatrixStore platform, with the future potential to interface with public cloud storage and the ability to ensure creative teams can work remotely, saw BBC Studioworks continuing its relationship with Object Matrix.

Implementing the Vision browser and half a petabyte of MatrixStore object storage, using the very latest storage node hardware to provide enhanced performance and resilience, BBC Studioworks and Object Matrix planned the migration of content from the existing system to the new. The underlying object storage technology is flexible by nature making it both future-proof and effortless when moving content to new platforms or workflows. What made this process unique is that it was undertaken during a global pandemic.



The Solution and Workflow

MatrixStore is hosted in BBC Studioworks' data centre, it is used for ingesting memory card content and acts as a nearline archive for all Studioworks' clients.

As part of the installation process, Object Matrix added the Vision archive browser to the existing workflows currently deployed in the post-production department. Adding Vision to the existing workflows increases the ability for BBC Studioworks' staff to self-serve access to content, at a moment's notice and from anywhere, thus ensuring productions can continue in the event of access to buildings being denied.



The workflow, using Dropspot and MXFS (MatrixStore File System) from Object Matrix, remained largely the same with content being ingested and metadata captured using the Dropspot forms interface. The forms are used during the ingest process by BBC Studioworks' media managers to ensure the content is logged with meaningful metadata.

Dropspot then automatically backs up the footage captured on the memory cards and portable disk drives and then, based on the information on the metadata document, protects the media in a MatrixStore vault – it is a very straightforward process. *“There is a selection of lists and only a couple of required fields.”* - John Loughman.

Once the footage has been ingested, feeds are then passed through a media asset management (MAM) system and logged. From there, chosen clips are made available to Avid Media Composer non-linear editing workstations. Producers can also clip additional material using the logging system.

Vision is a web-based user interface, which improves the efficiency and ease of finding content and enables BBC Studioworks to browse and share content with internal or external teams without the cost or complexity of a full-blown MAM.

To ensure future-proof access to content and metadata, the move2s3 application has also been delivered in preparation for BBC Studioworks to utilise MatrixStore in hybrid cloud workflows as and when the need arises.

The agreement between BBC Studioworks and Object Matrix includes multiple-year support. This ensures that BBC Studioworks has the peace of mind that its content is safe, and that any issues will be handled and resolved immediately.

The Future

MatrixStore has now been in place at BBC Studioworks for eight years and has demonstrated its worth as a resilient local cloud storage platform that has required very little manual intervention and adapted to the requirements placed upon it.

Over time new workflows have been added and this will be the case in the future as the platform is flexible, scalable and able to manage content located in public cloud platforms if necessary.



“Users have to input meaningful metadata. This creates a meaningful file system and folder structure so that, whether they are using search or the file system, they can find the content easily” - Peter Watling, Sales Manager, Object Matrix.





ObjectMatrix

About Object Matrix

Object Matrix is the award winning software company that pioneered object storage and the modernisation of media archives. It exists to enable global collaboration, increase operational efficiencies and empower creativity through deployment of MatrixStore, the on-prem and hybrid cloud storage platform. Their focus on the media industry gives them a deep understanding of the challenges organisations face when protecting, processing and sharing video content. Customers include: BBC, Orange, France Televisions, BT, HBO, TV Globo, MSG-N and NBC Universal.

GET IN TOUCH



+44 (0) 2920 382308



info@object-matrix.com



www.object-matrix.com